g) automatically accessing said on-line service by said computer using said address identifying said on-line service.

2. The method of claim 1 wherein said address is a Universal Resource Locator and said on-line service is a website.

3. The method of claim 2 wherein said on-line service further comprises an Internet Service Provider providing access to said website.

4. The method of claim 2 wherein said on-line service at said address sends information to said computer.

5. The method of claim 4 wherein said step of automatically accessing said on-line service comprises sending said address via telephone lines to connect with said on-line service.

6. The method of claim 5 wherein said step of accessing comprises connecting said computer to said on-line service via a modem connected to said computer.

7. The method of claim 1 wherein said address identifies a portion of the information contained in said on-line service, and wherein said step of connecting said computer to said on-line service occurs before said step of receiving.

8. The method of claim 1 further comprising determining the amount of times said computer accesses said on-line service.

9. The method of claim 1 wherein said transmission of addresses occurs via electromagnetic waves.

10. The method of claim 9 wherein said address transmitter is a paging system.

11. The method of claim 9 wherein said address transmitter further transmits television or radio signals.

12. The method of claim 1 wherein said address transmitter is an audio or video playback device.

13. The method of claim 1 wherein said address transmitter is a website and said step of transmitting comprises sending said address to said computer via the Internet.

14. The method of claim 1 wherein said step of receiving said address occurs in relative synchronicity and in real-time with the step of broadcasting said audio or video programming.

15. The method of claim 14 wherein said step of receiving said address occurs simultaneously with said step of broadcasting said audio or video programming.

16. The method of claim 1 wherein said step of receiving said address includes receiving a predetermined schedule of programming of said audio or video programming.

17. A method of automatically directing computers located at a plurality of different first locations to communicate with an on-line service providing information corresponding to audio or video programming being broadcasted, said on-line service being located at a second location remote from said first locations, comprising:

a) receiving an address identifying said on-line service at an address transmitter from a programming transmitter or from a central office,

b) transmitting said address from said address transmitter at a third location independent of said on-line service to said plurality of said computers, said third location being remote from said first and second locations and said address identifying said on-line service,

c) broadcasting from said programming transmitter audio or video information corresponding with said on-line service,

d) coordinating said step of transmitting to occur simultaneously with said step of broadcasting, independent of user interaction with said on-line service,

e) simultaneously receiving said transmitted address at said plurality of computers, and

f) automatically accessing said on-line service by at least some of said plurality of computers using said address identifying said on-line service.

18. The method of claim 17 wherein said step of transmitting includes transmitting said address by modulating an electromagnetic wave which has a carrier frequency associated with a television or radio signal.

19. The method of claim 18 wherein said audio or video information is broadcast at said same carrier frequency.

20. The method of claim 17 wherein said steps of transmitting includes transmitting said address by modulating an electromagnetic wave which has a first carrier frequency, and further comprising the step of transmitting audio and/or video information at a second carrier frequency different than said first carrier frequency.

21. The method of claims 18 or 20 wherein said audio or video information is provided to said computer before said step of accessing.

22. The method of claims 18 or 20 wherein said audio and/or video information is provided to said computer during said step of accessing.

23. The method of claims 18 or 20 wherein said audio and/or video information is provided to said computer after said step of accessing.

24. The method of claim 17 wherein said step of receiving said address occurs in relative synchronicity and in real-time with the step of broadcasting said audio or video programming.

25. The method of claim 24 wherein said step of receiving said address occurs simultaneously with said step of broadcasting said audio or video programming.

26. The method of claim 17 wherein said step of receiving includes receiving a predetermined schedule of programming of said audio or video programming.

27. A method of automatically directing computers located at a plurality of different first locations to communicate with an on-line service providing information corresponding to audio or video programming being broadcasted, said on-line service being located at a second location remote from said first locations, comprising:

a) receiving an address identifying said on-line service at an address transmitter from a programming transmitter or from a central office,

b) transmitting said address from said address transmitter at a third location to said plurality of said computers, said third location being more remote from said first and second locations and said address identifying the on-line location of said on-line service,

c) simultaneously receiving said transmitted address at said plurality of computers,

d) broadcasting from said programming transmitter audio or video information corresponding with said on-line service,

c) coordinating said step of transmitting to occur simultaneously with said step of broadcasting, independent of user interaction with said on-line service,

f) at least one of said computers using said address to automatically access said on-line service, and

g) sending response information from said computer to said on-line service after said computer accesses said on-line service.

28. The method of claim 27 further comprising modifying said audio or video information in response to said response information.

29. The method of claim 27 further comprising repeating said steps of transmitting and receiving by using different

addresses identifying different on-line services, and storing a plurality of said different addresses in said computer before said step of accessing.

30. The method of claim 27 wherein said step of receiving said address occurs in relative synchronicity and in real-time with the step of broadcasting of said audio or video programming.

31. The method of claim 30 wherein said step of receiving said address occurs simultaneously with said step of broadcasting said audio or video programming.

32. The method of claim 27 wherein said step of receiving includes receiving a predetermined schedule of programming of said audio or video programming.

33. A method of directing a computer at a first location to automatically communicate with a first on-line service identified by a first address and with a plurality of subsequent on-line services identified by subsequent addresses, said first and subsequent addresses providing information corresponding to audio or video programming being broadcasted, each on-line service being located at a location remote from said first location, said method comprising:

   a) receiving said first and subsequent addresses identifying said on-line services at an address transmitter from a programming transmitter or from a central office,

   b) transmitting said first address from said address transmitter located remotely from said computer and said on-line services,

   c) broadcasting from said programming transmitter first audio or video programming corresponding with said first on-line service,

   d) coordinating with step of transmitting said first address to one or more audio or video receivers to occur simultaneously with said step of broadcasting first audio or video programming, independent of user interaction with said on-line service,

   e) receiving said first address at said computer,

   f) transmitting said subsequent addresses from said address transmitter,

   g) broadcasting from said programming transmitter second audio or video programming corresponding with said plurality of subsequent on-line services,

   h) coordinating said step of transmitting said subsequent addresses to occur simultaneously with said step of broadcasting second audio or video programming,

   i) receiving said subsequent addresses at said computer, and

   j) said computer automatically accessing said first on-line service by using said first address and automatically

and continually accessing said plurality of on-line services by using said subsequent addresses.

34. A method of directing a computer to automatically access information related to audio or video programming simultaneously with the audio or video programming being broadcast from one or more programming transmitters comprising:

   a) receiving an address identifying said on-line service at an address transmitter from said programming transmitters or from a central office,

   b) transmitting said address identifying said on-line location of said on-line service from a paging system,

   c) coordinating said step of transmitting to occur simultaneously with the broadcasting of the audio or video programming,

   d) receiving said address at said computer,

   e) automatically accessing said on-line service by said computer using said address, and

   e) receiving information related to said radio or television programming at said computer.

35. A system for automatically connecting a computer with multiple on-line services providing information corresponding to audio or video programming being broadcasted comprising:

   a) an audio or video programming broadcaster,

   b) an address transmitter for receiving an address identifying said on-line services from a programming transmitter of from a central office and for transmitting on-line locations of said on-line services,

   c) a computer connectable to multiple on-line service, and

   d) a receiver connectable to said computer for receiving transmissions of different addresses from said address transmitter via a communications channel identifying said on-line locations of said on-line services, said address transmitter sending said addresses simultaneously with the programming being broadcast by said broadcaster and said on-line services contain information corresponding with said programming.

36. The system as claimed in claim 35 wherein said address transmitter comprises a paging system.

37. The system as claimed in claim 35 wherein said address transmitter comprises a web site.

38. The system as claimed in claim 37 wherein said communications channel is the Internet.

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